

19. Briefly Explain EPRG Approaches for Cultural Orientation in International Business.
 20. Explain various challenges of global business and the Merits and Demerit.
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APRIL/MAY 2025

23PCM33 — INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What do you understand by globalization?
2. Short note on forms of International Organization.
3. Define a World Bank.
4. Shortly explain the forms of International Business.
5. Write a note on APEC.
6. Write a short note on SDG.
7. Mention the Marketing Mix of Global Marketing.
8. What do you mean Global Outsourcing?

9. Write a note on :
- (a) Preferential trade area
 - (b) Political union.

10. List out on
- (a) Common Market
 - (b) Economic Union.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the relative factor Endowment Theory of International Trade.

Or

- (b) Briefly explain the Push and Pull Factors of Internationalization.

12. (a) Discuss Haberler's Theory. Describe the Product Life Cycle Approach.

Or

- (b) Summarise culture. Describe the levels of culture.

13. (a) Explain the objectives and functions of IMF.

Or

- (b) Explain the objectives and functions of the World Bank.

14. (a) Explain the functions of WTO.

Or

- (b) Bring out the impact of integration between countries.

15. (a) Explain the international channel system.

Or

- (b) Discuss the procedures for controlling International business.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Bring out the distribution strategies of an international business.

17. Discuss a protection and liberalization of Global business.

18. Explain the role of WTO in Indian Socio-economics Development.